

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

### 1. Project Information

Address: 601 GAMMON RD  
Title: GAMMON COMMERCIAL PROJECT

### 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested DECEMBER 20, 2017  
 New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

### 3. Project Type

- Project in an Urban Design District
- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

#### Signage

- Comprehensive Design Review (CDR)
- Signage Variance (i.e. modification of signage height, area, and setback)

#### Other

- Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

**Applicant name** TOM SANFORD      **Company** SANFORD ENTERPRISES, INC.  
**Street address** 110 KING ST, Ste 203      **City/State/Zip** MADISON, WI 53703  
**Telephone** 608-347-8299      **Email** Tom@SEICommercial.com

**Project contact person** SAME AS APPLICANT      **Company** \_\_\_\_\_  
**Street address** \_\_\_\_\_      **City/State/Zip** \_\_\_\_\_  
**Telephone** \_\_\_\_\_      **Email** \_\_\_\_\_

**Property owner (if not applicant)** STEVE WELCH  
**Street address** 6816 SEYBOLD RD      **City/State/Zip** MADISON, WI 53719  
**Telephone** 608-273-9830      **Email** stevewelch@roadstarinns.net

5. Required Submittal Materials

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with JANINE GLAESER on NOVEMBER 27, 2017.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name TOM SANFORD Relationship to property DEVELOPER  
 Authorized signature of Property Owner  Date 12/05/2017

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

# COMMERCIAL DEVELOPMENT GAMMON & SEYBOLD RD.

Madison, WI

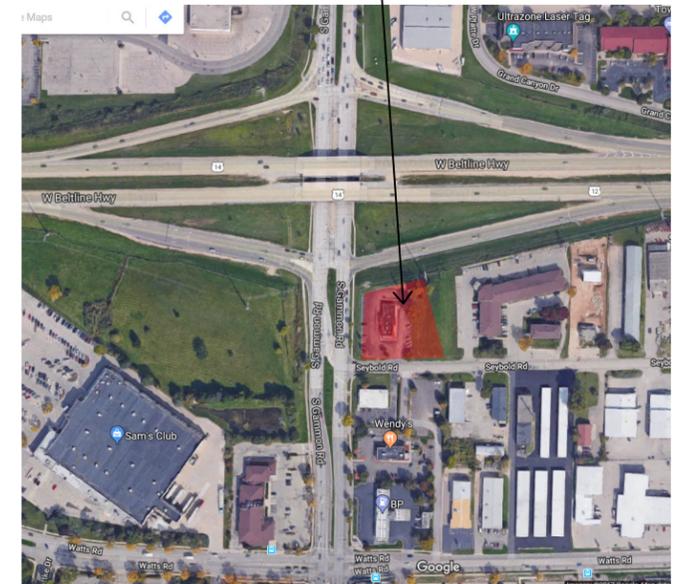


**CONJECTURAL VIEW FROM GAMMON AT SEYBOLD ROADS**

Architecture :

**Dimension IV - Madison Design Group**  
6515 Grand Teton Plaza, Suite 120, Madison, WI 53719  
p: 608.829.4444 www.dimensionivmadison.com

**PROJECT LOCATION**



**DRAWING LIST**

- COVER SHEET
- SITE PLAN
- ELEVATIONS

**PROJECT DATA**

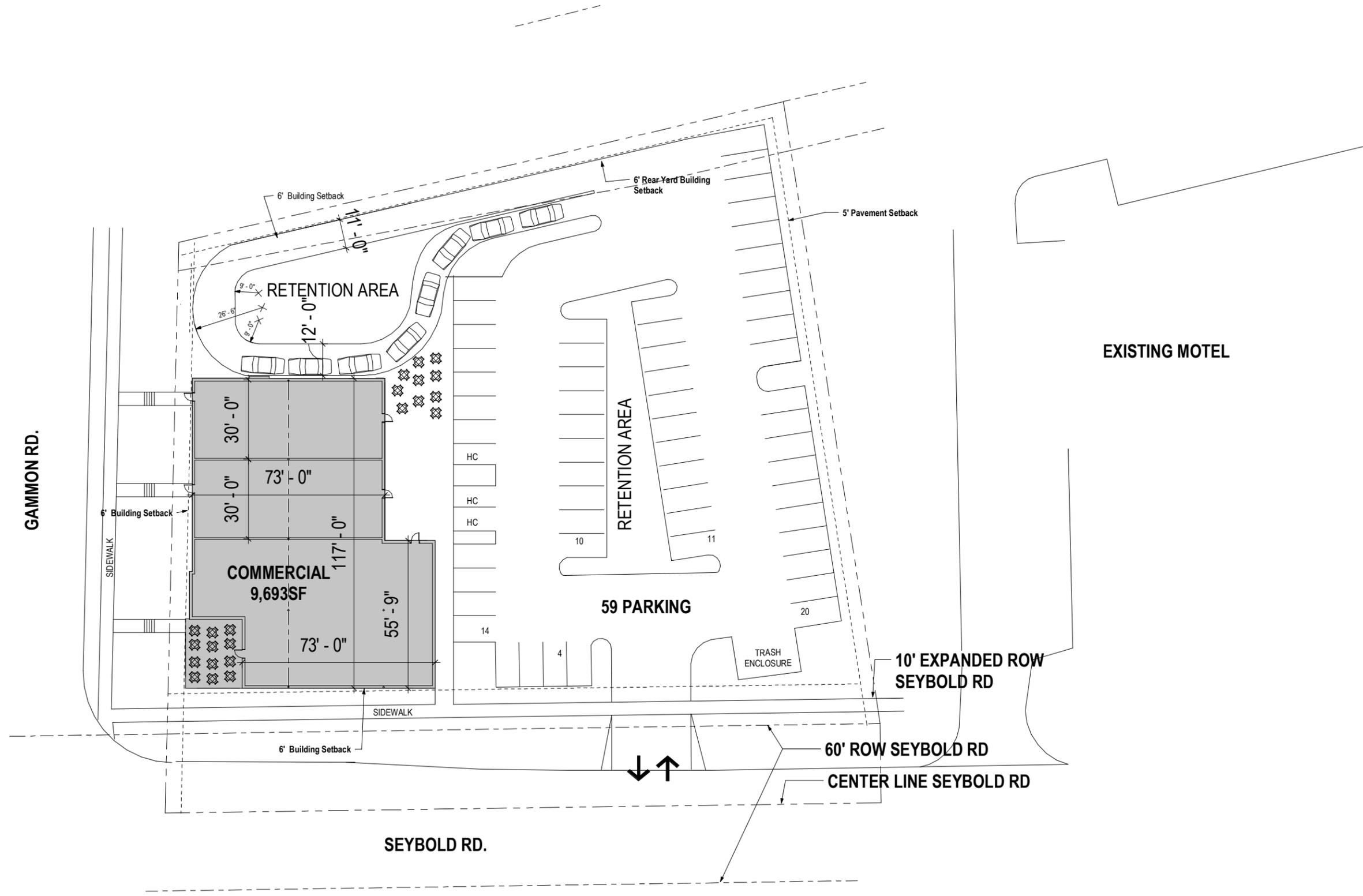
Building Area : 9,693sf  
Building Height: 27'  
Parking Supplied: 59 Spaces

PROJECT # 15102

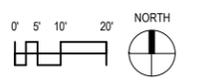
**UDC INFORMATIONAL**

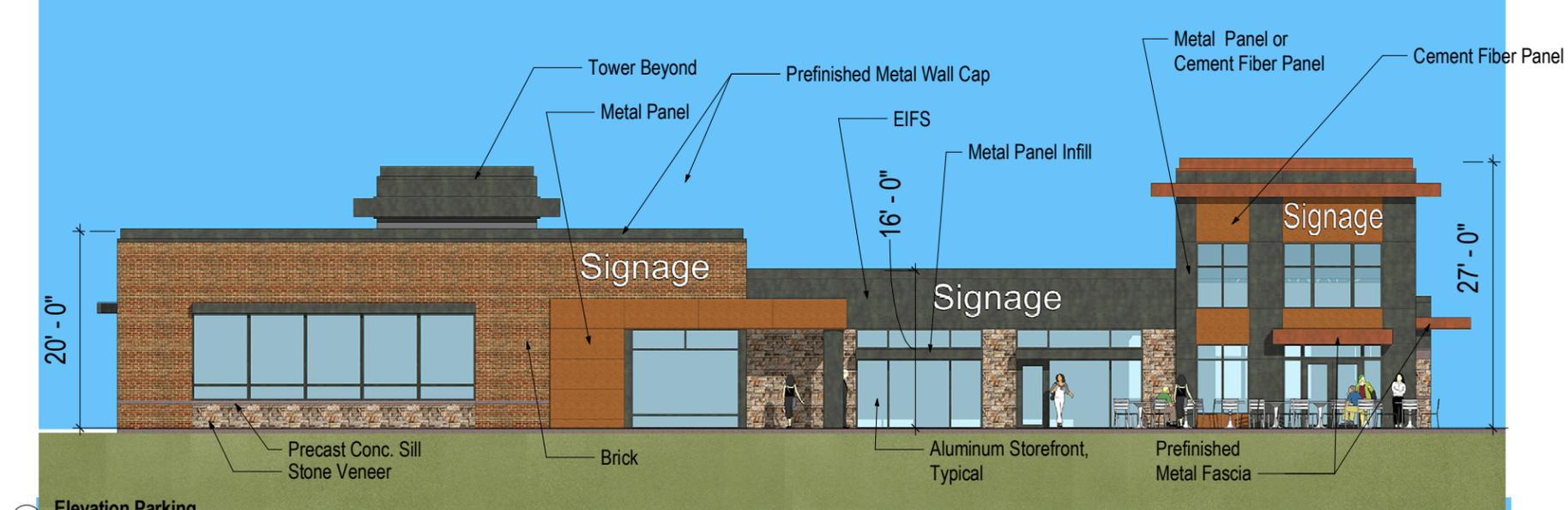
4 DECEMBER2017

**GO.1**

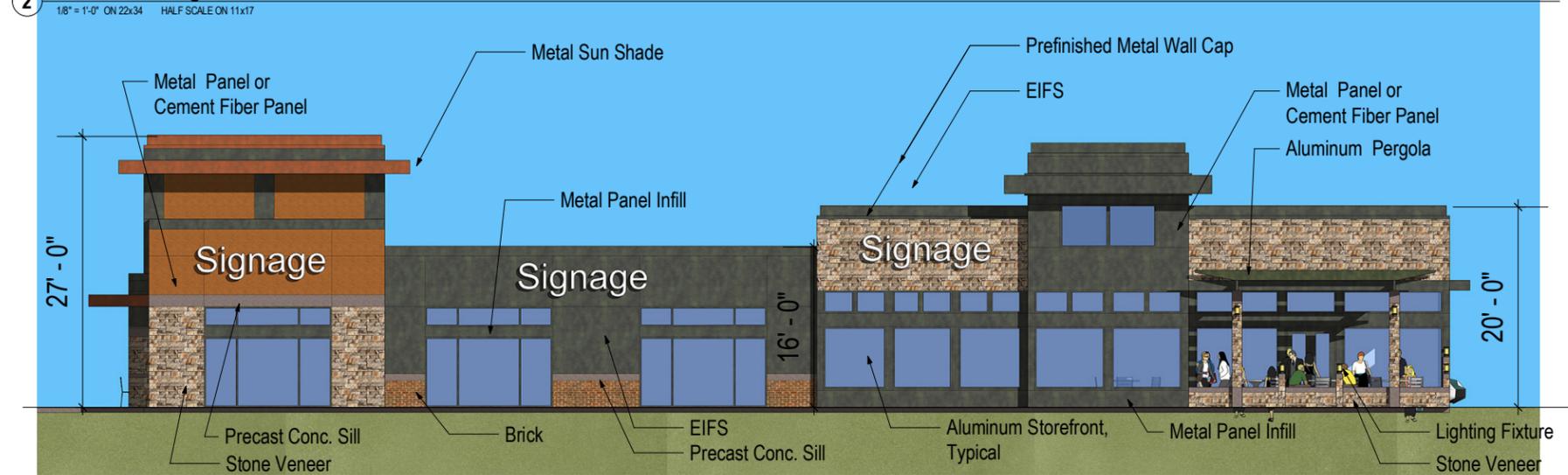


1 SITE PLAN  
 1" = 20'-0" ON 22x34 HALF SCALE ON 11x17





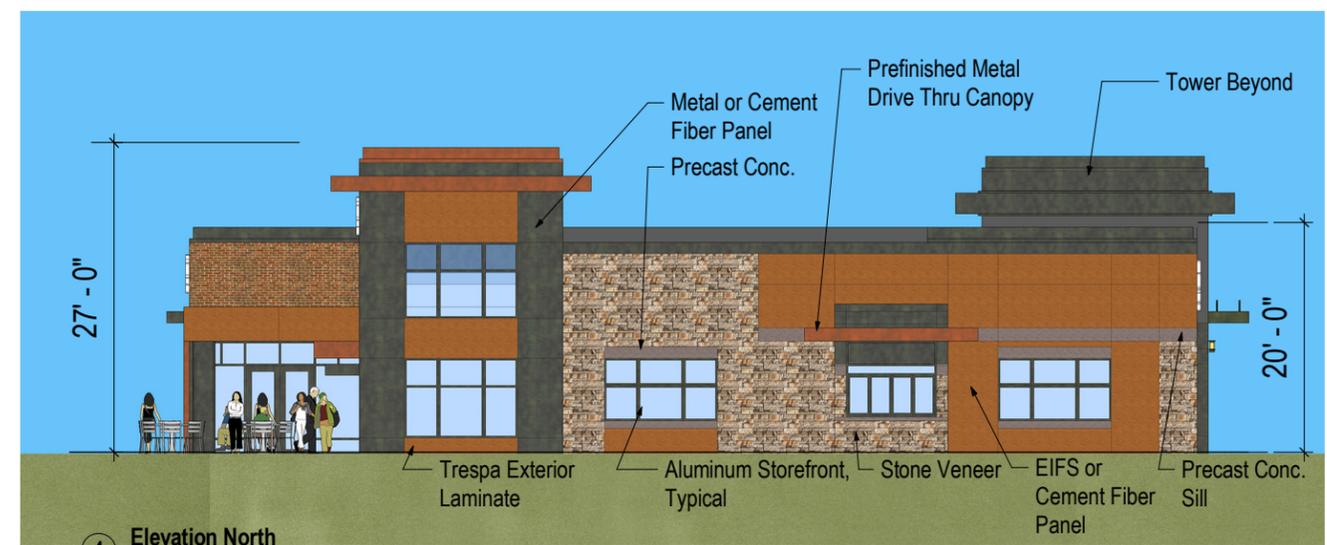
2 Elevation Parking  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17



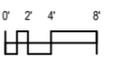
1 Elevation Gammon  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17



3 Elevation Seybold  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17



4 Elevation North  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17



COMMERCIAL DEVELOPMENT GAMMON & SEYBOLD RD.



LETTER OF INTENT  
601 Gammon Rd  
Commercial Redevelopment

December 06, 2017

1. Site Location: The corner of Gammon Rd and Seybold Rd (and border by the West Beltline's eastbound entrance ramp).
2. Project Description: A multi-tenant commercial building with integrated exterior components. The building fronts on Gammon Rd with the parking lot behind and accessible from Seybold. The building will accommodate three (3) tenant spaces. Potential tenants may be a restaurant, coffee and small retailer. There will be a drive-thru for one of the end units.

This approximately 1.3 acre property was in the Town of Middleton and has been attached (with Commercial Corridor zoning) to the City for this redevelopment on December 5, 2017. Because Seybold Road is an unimproved street, there will be an assessment by the City for sidewalk, street lighting, curb & gutter. We believe having a real street will benefit this project for accessibility and aesthetics.

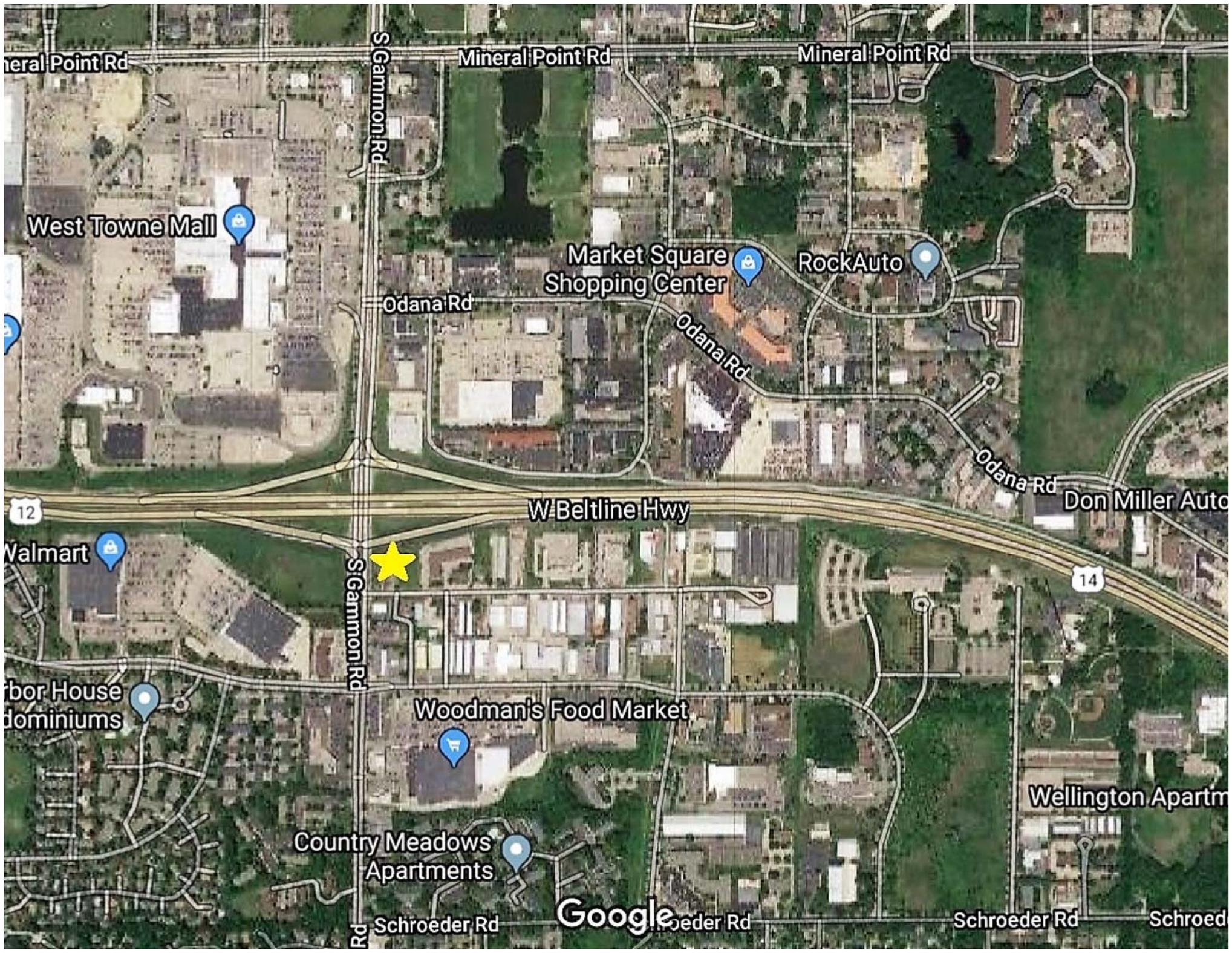
The site sits at the bottom of a hill that rises to the east along Seybold Rd. The current building's elevation is above Gammon sidewalk grade and that will be the same with this redevelopment. There is a DOT fence on the west property line (Gammon Rd) so currently there is no access from Gammon sidewalk. The fence will be permanently removed during construction and there will be several sidewalks with stairs from the Gammon sidewalk to the building. Accessible access from Seybold Rd.

3. Conditional Use: For a drive-thru.
4. Parking Lot: 59 parking spaces.
5. Existing Structure / Use: A 3,178 square foot wood frame building that is utilized as a fast food restaurant.
6. Demolition: Existing structure will be razed prior to the construction.
7. Project Schedule: Construction start is slated for June / July 2018 (assuming that the project will be approved on March 20, 2018 and that permits and approvals are in hand by early summer). Construction will be completed in the late fall / winter of 2018 or early spring 2019 due to bad weather.



8. Project Team:

- a. Owner: Steve Welch  
6816 Seybold Rd  
Madison, WI 53719
  
- b. Developer Tom Sanford (Contact Person)  
BJT, LLC  
110 King Street  
Suite 203  
Madison, WI 53703
  
- c. Civil Engineer /  
Site Work Homburg Contractors  
5590 Monona Drive  
Monona, WI 53716
  
- d. Architect Dimension IV  
6515 Grand Teton Plaza  
Suite 120  
Madison, WI 53719
  
- e. Lighting Design Schultz Electric  
8491 Murphy Drive  
Middleton, WI 53562
  
- f. Landscape Architect McKay  
750 South Monroe St.  
Waterloo, WI 53594



Mineral Point Rd

Mineral Point Rd

Mineral Point Rd

S Gannon Rd

West Towne Mall

Market Square Shopping Center

RockAuto

Odana Rd

Odana Rd

Odana Rd

12

W Beltline Hwy

14

Don Miller Auto

Walmart

S Gannon Rd

Harbor House Condominiums

Woodman's Food Market

Wellington Apartments

Country Meadows Apartments

Google

Schroeder Rd

Schroeder Rd

Schroeder Rd

Schroeder Rd

Gammon Commercial Project



Contiguous Neighbor to the East - Renovated Motel

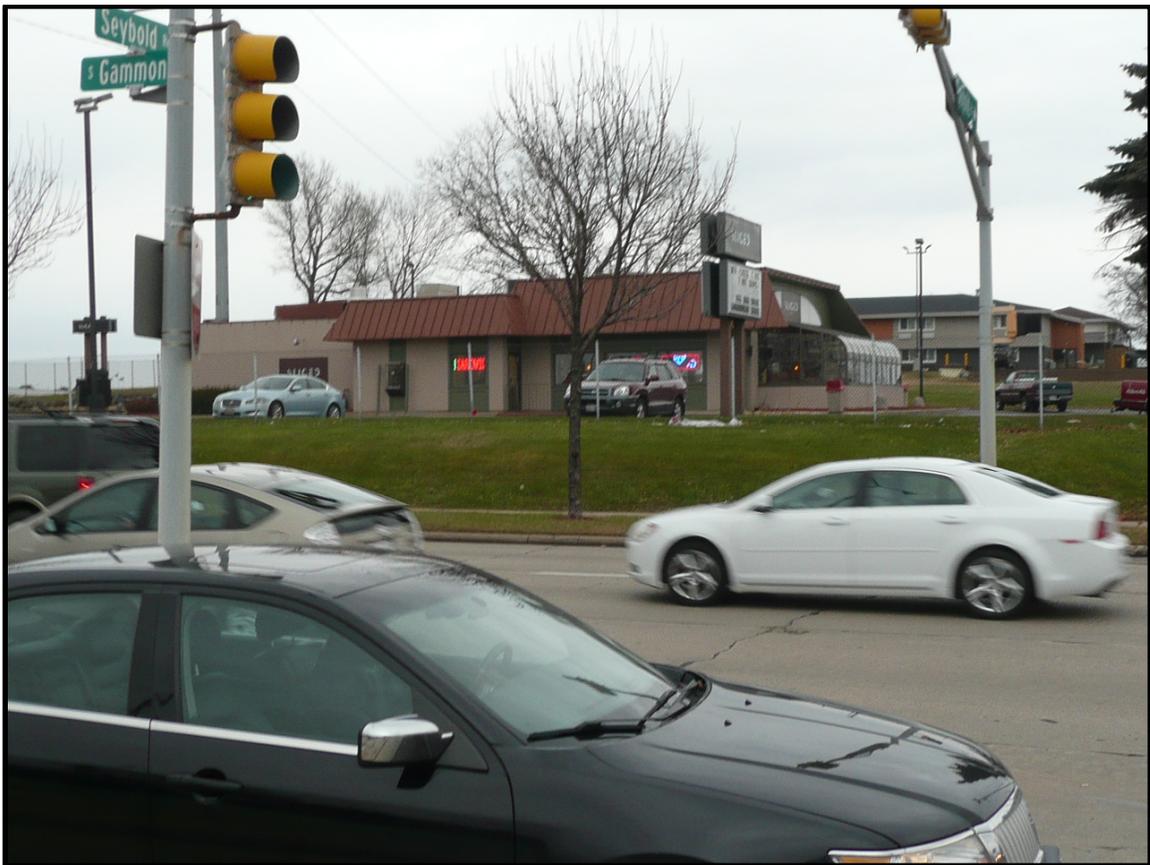


Looking West from the Motel

# Gammon Commercial Project



Looking North from Seybold Rd



East View - Across Gammon Road (Motel in the Background)

Gammon Commercial Project



View along Gammon Road – looking North



View from Beltline East Exit Ramp – looking East Southeast